

Whatever suits him

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"The stuff I need, like underwear and handkerchiefs, is the last thing I think of when I'm on a shopping spree. I spend a lot of money on my clothes, because I want them to last. Basically, I'm a conservative person, but I know what I like. For instance, I only buy natural fiber clothing. None of that polyester junk for me.

"If a men's fashion magazine happens to be at the barber's, I'll be the first to pick it up and read it, but I'd never buy one."

An engineering company executive says he buys clothes only when he needs them and then only under duress. Aside from need, color is the most important influence on his clothing purchases. He likes to rotate the colors of the suits he buys.

"One time I'd buy a green suit. The next time gray. I'm not an impulse buyer. I think carefully about everything I buy and where it will fit into the wardrobe," he says.

At his age, he says, his own fashion identity is well formed. "I won't wear a double breasted suit, for instance, because I know I carry too much junk in my pockets for that kind of tailoring to look good. It almost requires that a man wear a purse—and I haven't gotten into that yet."

He said current styles are not so important to him although he is aware of them.

"The way I look at it, I am able to pick and choose from the new styles to the extent that they suit me. Because I do not spend much of my discretionary funds on clothing,

I try to buy things that will last through the fad era," he says.

He never sacrifices comfort for style. All of his shirts are custom made so they will fit exactly the way he wants.

But, he said, he wears all the clothing gifts his spouse and children give him, even if they don't fit.

"Someone went to the trouble of picking them out for me, so I wear them. Basically I like everything I've ever received as a present, despite the fit.

"The biggest influence on me to buy clothes is definitely my wife," says a West Bloomfield Township builder.

"I'm not a good shopper. When my wife finally gets me into the stores, I have a bad habit of buying two or three suits, so it costs me a lot to go shopping with her.

"As far as the magazines go—they are made up for those guys who are playboys all the time. I'm only a playboy part time," he chuckles.

A near 30 newspaperman from Southfield said that need is almost his only reason to buy clothes.

"My self image is basically conservative, so that's a reason I'm not particularly interested in what is stylish or not—outside of ties and shoes. The only thing that gets me as a conservative is my artist wife.

"I will never sacrifice comfort for looks," he says. "That's much to my wife's dismay, since she likes a tight fitting pant on a man."



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An Oakland county resident says he's almost entirely an impulse buyer.

"When we go shopping, my wife and I, if I see something I really like, I'll buy it. I'm not a follower, so my clothing decisions are my own—it's not what the guys around me are wearing or what I might see in a magazine that influences me at all."

Need is the biggest single influence on a man who is called a 43 year old child by some of his friends.

"I want to feel good in my clothes. I want to feel a certain way and have the clothes

help me project that feeling. Whether it's wanting to be playful, casual 'in' or 'out' of style, cantankerous or in a good mood. Clothes can do that. "When I purchase them I think of that."

"My wife influences me, too. She introduced me to more avant garde attire. I'm not what you'd call serious about my clothes except for one black suit that goes to the opera, stands in for a tux rather well and also stands for suave and debonair.

"Otherwise, I'd just as soon wear my Navy jumper and jeans," says the child man.



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